

ORDER



Orders
Order / Rev: 67862
Alt Order #: 9851074 /Brad
Product Desc: DAVID FREED FOR AG
Estimate: 400
Flight Dates: 10/24/12 - 10/28/12
Original Date / Rev: 10/23/12 / 10/23/12
Order Type: GENERAL

WHP-TV CBS21

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency Name: Brabender Cox Mihalke
Buying Contact:
Billing Contact:
 1218 Grandview Avenue
 Pittsburgh, PA 15211

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Freed/R/Attorney General
Demographic: A35+
Product Codes: State Attorney General
Priority: P-2
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	48	\$32,375.00	\$27,518.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	48	\$32,375.00	\$27,518.75	0.00
Totals	48	\$32,375.00	\$27,518.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WHP-TV CBS21	22%	\$32,375.00
Market	100%	\$147,159.09

Competitive Share

	Share	Total
EHP	0%	\$0.00
UNKWN	1%	\$1,471.59
WGAL	51%	\$75,051.14
WHTM	17%	\$25,017.05
WLYH	1%	\$1,471.59
WPMT	8%	\$11,772.73

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	10/25/12	10/26/12	M-F 6a-7a News CBS 21 News at 6a	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	---TF--	:30	3	\$120.00	P-2	0.00	NM	3	\$360.00
N 2	WHP	10/25/12	10/26/12	CBS This Morning CBS This Morning	CM	7a-9a	---TF--	:30	3	\$75.00	P-2	0.00	NM	3	\$225.00
N 3	WHP	10/25/12	10/26/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	---TF--	:30	3	\$325.00	P-2	0.00	NM	3	\$975.00
N 4	WHP	10/25/12	10/26/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	---TF--	:30	3	\$175.00	P-2	0.00	NM	3	\$525.00
N 5	WHP	10/25/12	10/26/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	---TF--	:30	3	\$175.00	P-2	0.00	NM	3	\$525.00
N 6	WHP	10/24/12	10/26/12		CM	6p-630p	--WTF--	:30	3	\$200.00	P-2	0.00	NM	3	\$600.00

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Product Desc: DAVID FREED FOR AG
Estimate: 400

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 6p-630p News CBS 21 News at 6p											
N 7	WHP	10/24/12	10/26/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	--WTF--	:30	3	\$700.00	P-2	0.00	NM	3	\$2,100.00
N 8	WHP	10/24/12	10/26/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	--WTF--	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
N 9	WHP	10/24/12	10/26/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	--WTF--	:30	3	\$325.00	P-2	0.00	NM	3	\$975.00
N 10	WHP	10/24/12	10/26/12	Wed Reg 1 Wed 8p-9p	CM	8p-9p	--W----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
N 11	WHP	10/24/12	10/26/12	Thu Reg 1 Thu 8p-9p	CM	8:00 PM-8:30 PM (8:00 PM-8:30 PM)	---T---	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
N 12	WHP	10/24/12	10/26/12	Thu Reg 2 Thu 9p-10p	CM	9p-10p	---T---	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
N 13	WHP	10/24/12	10/26/12	Fri Reg 1 Fri 8p-9p	CM	8p-9p	----F--	:30	1	\$1,350.00	P-2	0.00	NM	1	\$1,350.00
N 14	WHP	10/24/12	10/28/12	Su 6p-630p News CBS 21 News at 6p	CM	6p-630p	-----S	:30	3	\$140.00	P-2	0.00	NM	3	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	-----S	3	\$140.00	0.00								
N 15	WHP	10/24/12	10/28/12	CBS This Morning Satur Saturday Early Show	CM	9a-11a	-----S-	:30	1	\$125.00	P-2	0.00	NM	1	\$125.00
N 16	WHP	10/24/12	10/28/12	Sa 7p-730p Sa 7p-730p	CM	7p-730p	-----S-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
N 17	WHP	10/24/12	10/28/12	Sat Reg 2 Sat 9p-10p	CM	9p-10p	-----S-	:30	1	\$575.00	P-2	0.00	NM	1	\$575.00
N 18	WHP	10/24/12	10/28/12	CBS Sun Morning CBS Sun Morning	CM	9a-1030a	-----S	:30	1	\$275.00	P-2	0.00	NM	1	\$275.00
N 19	WHP	10/24/12	10/28/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
N 20	WHP	10/24/12	10/28/12	Sun Reg 2 Sun 8p-9p	CM	8p-9p	-----S	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
N 21	WHP	10/24/12	10/28/12	Su 11p-1130p News CBS 21 News at 11p	CM	11p-1130p	-----S	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
N 22	WHP	10/24/12	10/28/12	Wed Reg 2 Wed 9p-10p	CM	9p-10p	--W----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
N 23	WHP	10/24/12	10/28/12	Fri Reg 2 Fri 9p-10p	CM	9p-10p	----F--	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
N 24	WHP	10/24/12	10/28/12	Fri Reg 3 Fri 10p-11p	CM	10p-11p	----F--	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
N 25	WHP	10/24/12	10/28/12	Sat Reg 1 Sat 8p-9p	CM	8p-9p	-----S-	:30	1	\$575.00	P-2	0.00	NM	1	\$575.00
N 26	WHP	10/24/12	10/28/12	Sat Reg 3 Sat 10p-11p	CM	10p-11p	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
N 27	WHP	10/24/12	10/28/12	Letterman Letterman	CM	1135p-1235a	--WTF--	:30	3	\$140.00	P-2	0.00	NM	3	\$420.00
													Totals	48	\$32,375.00